

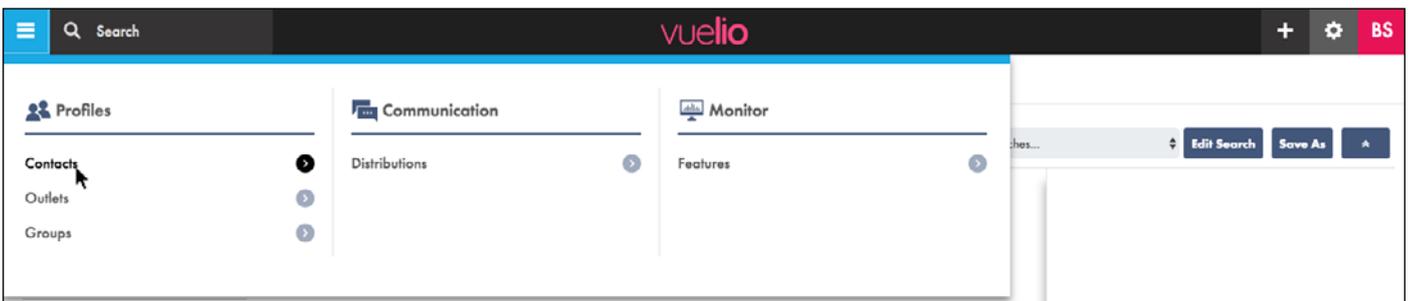
Contact & Outlet Search

To make lists of media contacts to target with your news, press releases, invites etc, you must first search for them. Searching for **Contacts** will produce a list of named journalists, bloggers or influencers, and is the recommended search to use when building a distribution list.

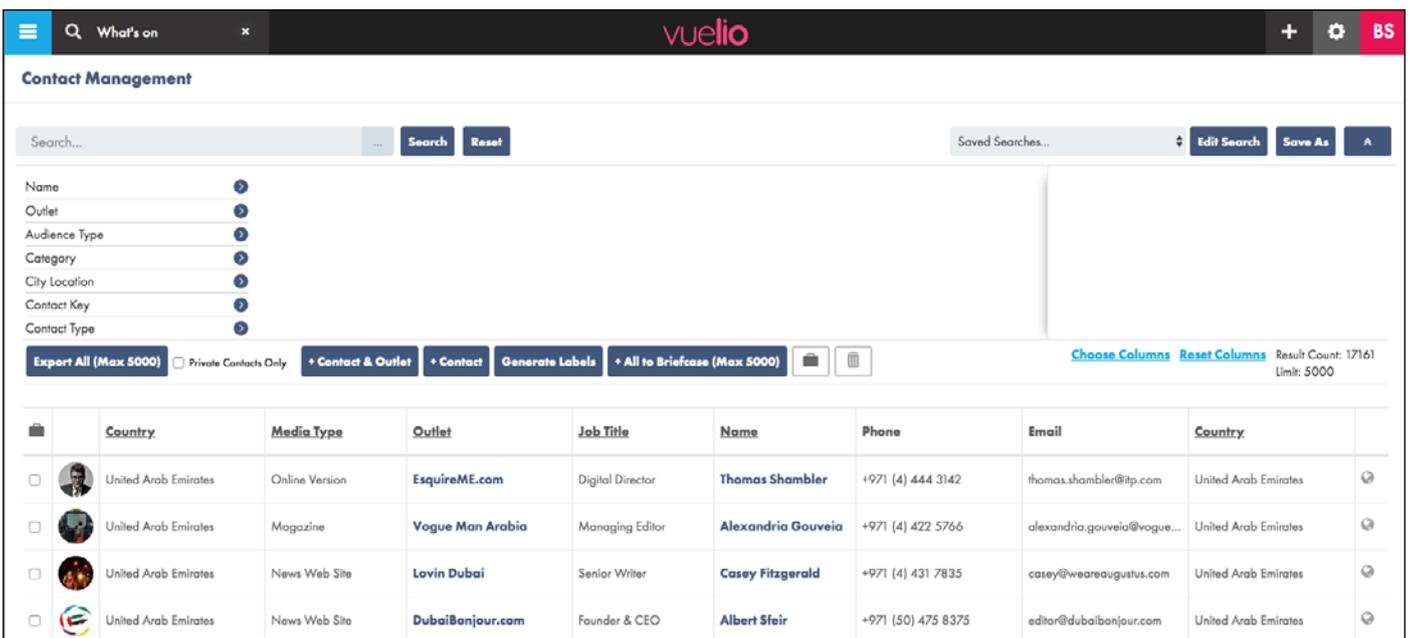
Searching for **Outlets** is useful for creating lists of the newspapers, magazines, radio stations etc in a particular country or region, for example, but would generally not be used for distribution lists.

Contact Search

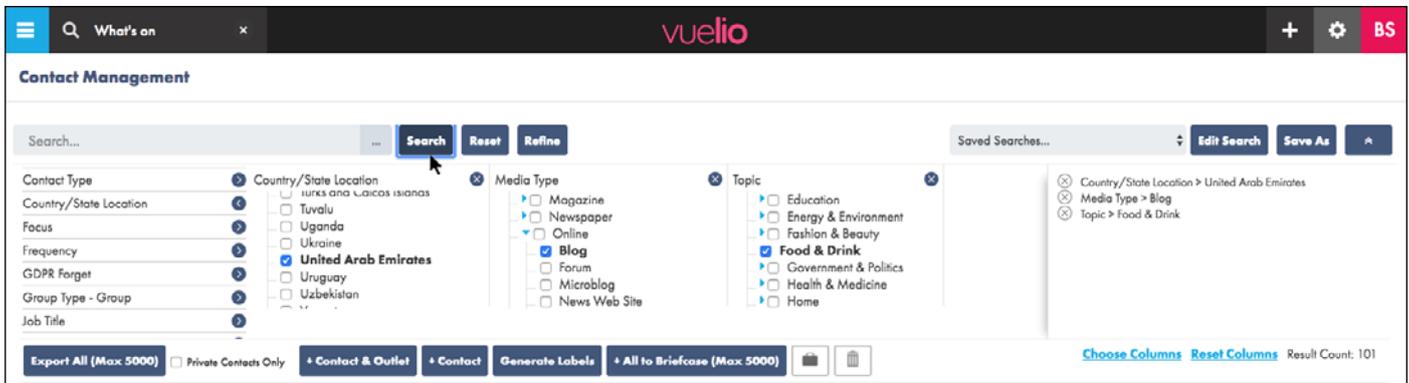
To perform a contact search and start building a distribution list, select **Contacts** from the main menu in the top left corner of the screen:



The **Contact Management** screen opens displaying all of the **Contacts** available to you, along with the different search options above. Entering search criteria enables you to narrow the full list of available contacts to just those relevant to the list you are making:



A typical **Contact Search** involves using the search options of **Topic**, **Media Type** and **Country/State Location**. For example, to make a list of *food bloggers* in the *United Arab Emirates*, select *Blog* as the **Media Type**, *Food & Drink* as the **Topic**, and *United Arab Emirates* as the **Country/State**:



Filter boxes can be closed once you have made your selection (closing the box won't remove the selection), and a summary of the **Filters** you have chosen appears on the right of the screen. Press the **Search** button to apply the filters you have selected and view your **Search Results**. You can then also then use the **Refine** button, if required, to apply further filters to your **Search Results**.

To start a new search, use the **Reset** button. To remove specific **Filters**, click its 'x' icon in the right panel and that **Filter** will be removed. Click **Search** again to refresh the results accordingly.

Using **Topic**, **Media Type** and **Country/State Location** forms the basis of most searches, but there are a number of other search criteria you can apply. For example, using **Language** enables you to search by language (e.g. to make separate *Arabic* and *English* lists):



Among the other available search options are:

Name - enables you to search for a contact by their name.

Outlet - enables you to search for contacts at specified outlets.

Audience Type - only used for magazines and online media and specifies if their audience is *Consumer*, *News & Business*, *Technical/Scientific/Academic* or *Trade*.

City Location - search by the town/city where a contact is based.

Contact Relationship - search by relationship strength, if previously assigned.

Focus - search by the editorial focus of the outlet (**International**, **National**, **Regional** or **Local**).

Frequency - search by the publishing frequency of the outlet (**Weekly**, **Monthly** etc).

Job Title - enables a 'free text' search across the job title field.

Profile - enables a 'free text' search within the contact profile field.

Outlet Topic - search by the topics/interest words attached to the contact's outlet.

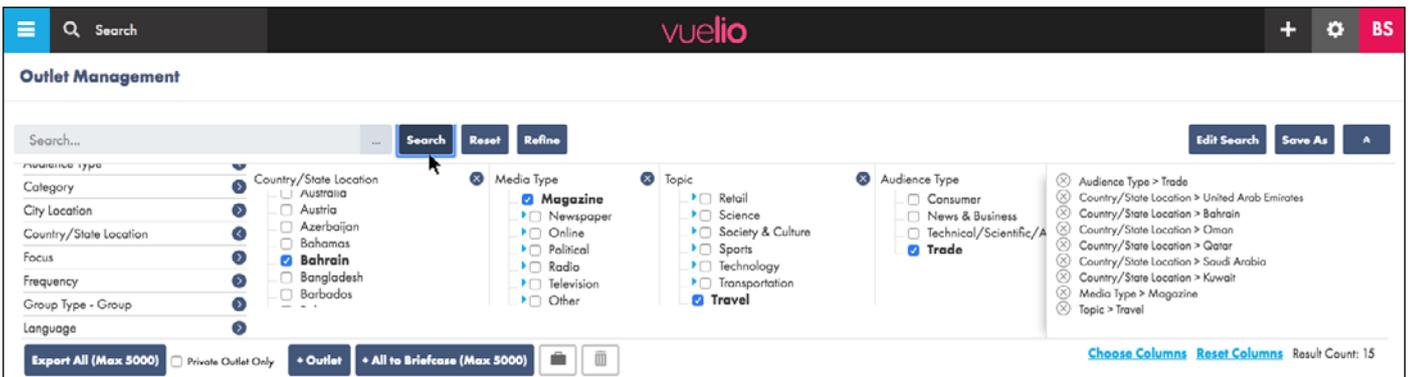
Outlet Search

To perform an **Outlet Search**, select **Outlets** from the main menu in the top left corner of the screen:



The **Outlet Management** screen opens displaying all of the **Outlets** available to you, along with the different search options above. Applying search criteria enables you to narrow the full list to just the outlets you are looking for.

A typical **Outlet Search** also involves **Topic, Media Type** and **Country/State**. For example, to make a list of all the magazines covering travel in the GCC, select **Magazine** as the **Media Type**, **Travel** as the **Topic**, and add the six GCC countries in **Country/State**. If you are only looking for B2B titles, rather than consumer titles, select **Trade** as the **Audience Type**:



Or, to make a list of all the **Radio Stations** in **Oman**, select **Radio Station** as the **Media Type** and **Oman** as the **Country/State**:

